

ORDER

Orders	Order / Rev:	707263	
	Alt Order #:	06283127	
	Product Desc:	FRIENDS OF THE MJRTY	
	Estimate:	5000	
	Flight Dates:	08/21/12 - 08/26/12	Primary AE:
	Original Date / Rev:	08/16/12 / 08/16/12	Sales Office:
	Order Type:	Political	Sales Region:
Agency	Name:	Multimedia Services	
	Buying Contact:		Billing Type:
	Billing Contact:		Billing Calendar:
		915 King Street 2nd Floor	Billing Cycle:
		Alexandria, VA 22314	Agency Commission:
Advertiser	Name:	Friends of the Majority	
	Demographic:	A35+	New Business Thru:
	Product Codes:	IS-Candidate/US Senate	Order Separation:
	Priority:	P-2	Advertiser External ID:
	Revenue Codes:	AGY, GEN, POL	Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount	Totals
07/30/12	08/26/12	32	\$17,030.00	\$14,475.50	Month
					August 2012
					Totals
					32
					\$17,030.00
					\$14,475.50
					0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share	Share	Total
KPNX	18%	\$17,030.00
Market	100%	\$94,611.11

Competitive Share	Share	Total
CABLE	0%	\$0.00
KAET	0%	\$0.00
KASW	0%	\$0.00
KBCZ	0%	\$0.00
KBPX	0%	\$0.00
KDRX	0%	\$0.00
KMCC	0%	\$0.00
KNAZ	0%	\$0.00
KNXV	23%	\$21,760.56
KPAZ	0%	\$0.00
KPHO	19%	\$17,976.11
KPPX	0%	\$0.00
KSAZ	20%	\$18,922.22
KTFL	0%	\$0.00
KTVK	20%	\$18,922.22
KTVW	0%	\$0.00
KUSK	0%	\$0.00
KUTP	0%	\$0.00
UNKWN	0%	\$0.00

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Flight Dates: 08/21/12 - 08/26/12

Advertiser: Friends of the Majority
Product Desc: FRIENDS OF THE MJRTY
Estimate: 5000

KPNX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KPNX	08/21/12	08/24/12	M-F 6-7a 12 News Today	CM	6-7a	- TWTF--	:30	4	\$475.00	P-2	0.00	NM	4	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 08/20/12	08/26/12	- TWTF--		4	\$475.00		0.00						
E 2	KPNX	08/21/12	08/24/12	M-F Today Show NBC Today Show	CM	7-9a	- TWTF--	:30	4	\$600.00	P-2	0.00	NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 08/20/12	08/26/12	- TWTF--		4	\$600.00		0.00						
E 3	KPNX	08/21/12	08/24/12	M-F 5-530p M-F 5-530p	CM	5-530p	- TWTF--	:30	4	\$600.00	P-2	0.00	NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 08/20/12	08/26/12	- TWTF--		4	\$600.00		0.00						
E 4	KPNX	08/21/12	08/24/12	M-F 6-630p 12 News 6pm	CM	6-630p	- TWTF--	:30	4	\$700.00	P-2	0.00	NM	4	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 08/20/12	08/26/12	- TWTF--		4	\$700.00		0.00						
E 5	KPNX	08/21/12	08/24/12	M-F 430-5a M-F 430-5a	CM	430-5a	- TWTF--	:30	4	\$20.00	P-2	0.00	NM	4	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 08/20/12	08/26/12	- TWTF--		4	\$20.00		0.00						
E 6	KPNX	08/21/12	08/24/12	M-F 5-530a 12 News Today	CM	5-530a	- TWTF--	:30	4	\$175.00	P-2	0.00	NM	4	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 08/20/12	08/26/12	- TWTF--		4	\$175.00		0.00						
E 7	KPNX	08/21/12	08/24/12	M-F 530-6a 12 News Today	CM	530-6a	- TWTF--	:30	4	\$225.00	P-2	0.00	NM	4	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 08/20/12	08/26/12	- TWTF--		4	\$225.00		0.00						
E 8	KPNX	08/21/12	08/26/12	12 News 10pm M-SU 12 News 10 pm M-Su	CM	10-1035p	- TWTFSS	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 08/20/12	08/26/12	- TWTFSS		1	\$2,000.00		0.00						
E 9	KPNX	08/25/12	08/25/12	6-7p 12 News Saturday CM 6p News Now 1hr (6:00 PM-6:30 PM)	CM	6-7p	-----S-	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 08/20/12	08/26/12	-----S-		1	\$500.00		0.00						
E 10	KPNX	08/26/12	08/26/12	Meet The Press Meet The Press	CM	7-8a	-----S	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 08/20/12	08/26/12	-----S		1	\$3,000.00		0.00						
E 11	KPNX	08/26/12	08/26/12	Sun 8-10a 12 News Sun Today	CM	Various	-----S	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 08/20/12	08/26/12	-----S		1	\$350.00		0.00						

*Tax 1 Note: Tax 0.5%.

Totals

32

\$17,030.00